Various steps taken by the Government to improve the flow of foreign tourists into the country include:—

- Direct approach to the consumers through Electronic and Print media through the Incredible India" Campaign.
- Creation of World Class Collaterals.
- Centralized Electronic Media Campaign.
- Direct co-operative marketing with tour operators and wholesalers overseas.
- Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
- Participation in Trade Fairs & Exhibitions
- Optimizing Editorial PR and Publicity.
- Use of Internet and web marketing.
- Generating Tourist Publications.
- Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products.
- Launching of Road Shows in key source markets of Europe.
- Focusing on growth of hotel infrastructure particularly budget hotels.
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

Promotion of tourism in Karnataka

*199. SHRI B.J. PANDA: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that State Government of Karnataka propose to promote its tourism potential worldwide by making use of Mahamasthakabhisheka of the Gomatesware statue;

(b) if so, the details thereof;

(c) whether the State Government has submitted its proposal to the Central Government; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir.

(b) The promotional activities by the State Government include publicity through print media, outdoor hoardings, publicity at airports, advertisements in cinema halls, television, overseas media, online publicity, etc.

(c) Yes, Sir.

(d) The Government of India has approved the proposal for development of infrastructural facilities in Shravanabelogola for Rs. 223.50 lakh.

Non-Acknowledgement of letters by UTI

*200. SHRIMATI JAYA BACHCHAN: Will the Minister of FINANCE be pleased to state:

(a) whether he is aware that UTI does not acknowledge receipt of letters from investors regarding change of residential address for long-term schemes;

(b) if so, whether this attitude of UTI is likely to cause inconvenience to investors and loss of confidence about the administrative functioning of UTI; and

(c) the remedial steps Government have taken in this regard?

THE MINISTER OF FINANCE (SHRI P. CHIDAMBARAM): (a) The Specified Undertaking of UTI (SUUTI) has reported that all letters from investors addressed to the UTI Mutual Fund/Specified Undertaking of UTI are acknowledged before being forwarded to the Registrars for necessary action. The Registrars of the schemes of UTI Mutual Fund/SUUTI have confirmed that they acknowledge/confirm the letter received from investors regarding change of address. Investors can also submit letters relating to any service, including change of address, to any of the branch offices of UTI Mutual Fund. The branch offices promptly acknowledge receipt of such letter and forward the same to the Registrars for necessary action.

(b) and (c) In the last one year ending November 2004, SUUTI handled more than one crore transactions of investors-including requests for change of address. However, SUUTI is committed to resolve all issues regarding any service offered, including change of residential address, in respect of the schemes of the erstwhile UTI.